

# **Marketing All Around Us**

## **Materials:**

- Handouts that have A through Z in a column down the side of the paper
- Large paper or flip charts
- Colored markers

## **Instructions:**

- Give students 10 minutes to think of as many words as they can that start with each letter of the alphabet that have to do with advertising and/or marketing. For example, finance or food marketing for “F”.
- Put students in groups of three or four.
- Have students count how many letters of the alphabet they were able to use (1-26). Students will then calculate the average for their group.
- Write the average from each team on the board and calculate the class average.
- Give the students 15 minutes to consolidate their lists. Have one person record their responses and have each group tell you how many different words they have altogether. This number should be much higher than 26.
- Have students group their words into marketing functions and illustrate as many of the terms as possible on the large paper or flip charts.

**Marketing All Around Us**

A	
B	
C	
D	
E	
F	
G	
H	
I	
J	
K	
L	
M	
N	
O	
P	
Q	
R	
S	
T	
U	
V	
W	
X	
Y	
Z	